PRO FITZ

COMPANY PROFILE

OUR PURPOSE

Fulfilling Hope.

The real estate environment is full of variances.
We study the environment and analyze the times
to determine one answer among numerous choices.

We take initiative, listen, anticipate changes and
persistently maximize possibilities until we reach the answer.

We present every possibility, including risks, from
a different perspective. We present proposals that
are unique within the industry. PROFITZ devotes
itself until expectations are exceeded.

MISSION

Empowering the future through accessible investment.

VISION

Closing information gaps and bringing
Sampo-Yoshi value to society.

VALUE

With flexible thinking and a clear-eyed perspective,
we pursue what is truly optimal.

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OUR VALUE MODEL

“Sampo-Yoshi” A New Approach to Creating Shared Value for All

The value creation PROFITZ aims to achieve is

the realization of a modern form of **“Sampo-Yoshi”**—

benefiting **investors (ROI)**, **users (QOL)**, and **society (SOL)**—

all at the same time, driven by sound economic rationale.

These three values do not exist independently.

Enhancing user-centered experiences generates social outcomes,

and those outcomes, in turn, translate into sustainable investment returns.

This virtuous cycle itself is the core competitive advantage of PROFITZ.

Our asset management approach is a new model that embeds **Sampo-Yoshi**

as the primary driver of economic value creation.

Sampo-Yoshi : A philosophy where business benefits the seller, the buyer, and society.
SOL (Social Quality of Life) : Refers to overall well-being and life satisfaction, including health, comfort, and fulfillment.

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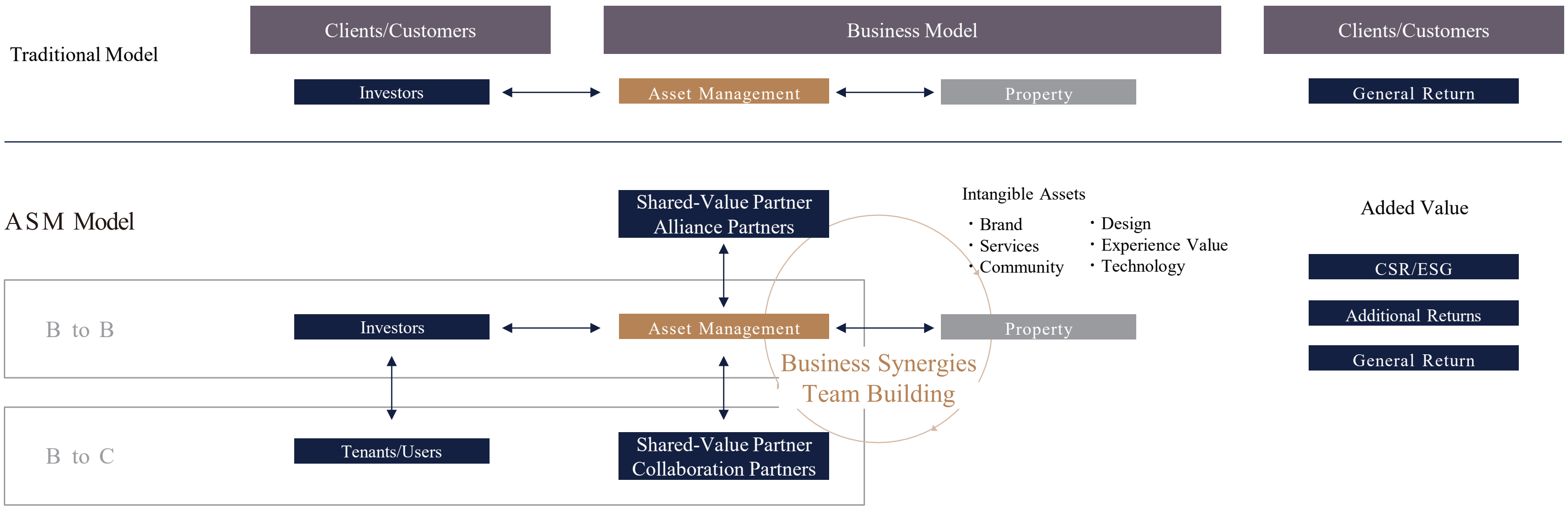
A Unique Model Combining Financial and Social Returns

ASM（Asset × Strategic/ Synergy/ Solution × Management）Model

We integrate not only physical assets but also intangible assets—people, knowledge, and relationships—into our management approach.
By connecting real estate, business, and society, and creating new value through co-creation,
we deliver a sustainable model that also achieves high returns.



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OUR PARTNERSHIP

Partnerships That Generate Synergy

Transforming a closed real estate world into an open cycle of value

In a sector where external input is hard to integrate, PROFITZ brings new perspectives with partners, elevates real estate value, and returns the results to society through business, investment, and collaboration.

Synergies Through Partnership

	Domestic			International
In-House Operating Company Equity and Operational Partner	Office Operating Company RJ OFFICE	Launching a JV to Manage a Nursery School Fund さくらさくプラス / Cross Co.,Ltd.	Investment in a Serviced Hotel Operator SECTION L	Driving Global Expansion HOMES
Japan's First Fund New Frontier	Launch of Japan's First QOL Fund LONGEVITY PARTNERS / GOYOH / QOL FUND			PROFITZ INVESTMENT HONG KONG Limited PROFITZ 香港
Business Alliance Partner	Creating High-Quality Investment Opportunities 株式会社相鉄アーバンクリエイツ	Unique Development and Investment 加和太建設	Individual Investment Opportunities creal	
Collaborating Partner	Pet-Lover Residence Service anicom アニコム ホールディングス株式会社 / w/FLUFFY			

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Business Overview

Three Pillars Expanding Real Estate Value

Driving business creation across real estate investment, operations, and information services.

Business Domain

AUM: ¥113 billion AUM(Cumulative): ¥125 billion	AUM: ¥42 billion AUM(Cumulative): ¥49 billion	249 companies registered
Real Estate services for Professional Investors	Real Estate Services for Non-Professionals	Our In-House Real Estate Platform
FAM	**PAM**	**REACH**
Fund Asset Management	Private Asset Management	B2B Real Estate Information Platform

Self-Investment

Our own investments uplift companies, services, and society - fueling the value creation of FAM, PAM, and REACH.

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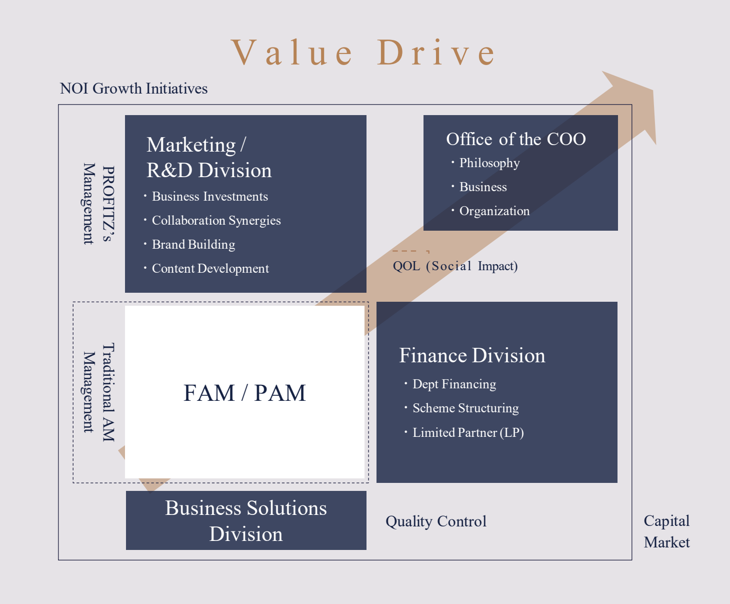
OUR GOVERNANCE

A Value-Creating Organizational Structure

A Structure Purpose-Build for Value Creation

PROFITZ’s organization is an offensive model—not for avoiding risk, but for generating social and investment value at the same time.
By combining the strengths of each division under an integrated structure, we operate as a truly value-driven organization..



The Four Value Drivers of PROFITZ

① Market Intelligence

Driving sustained asset value growth with market-, customer-, and data-driven strategy.

② Financial Strategy

Competitive capital sourcing and diversified asset management.

③ Quality & Solution

End-to-end quality management that builds trust.

④ Organization Design

Integrated management that unlocks the full potential for our people.

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A Value-Creating Organizational Structure

Leaders Driving Value Forward

Formerly at LaSalle Investment Management and PAG, he managed diverse real estate assets and funds. He later founded KG Capital and led ¥35B in investments.

Shinichiro Tanaka
President

Began at Daikyo, then worked in real estate finance at UFJ Tsubasa Securities, later becoming Head of Real Estate Finance Sales at SMBC, leading fund financing.

Koji Kimura
CFO

With extensive real estate experience, providing hands-on consulting across development, operations, management support, talent development, and broader strategic initiatives.

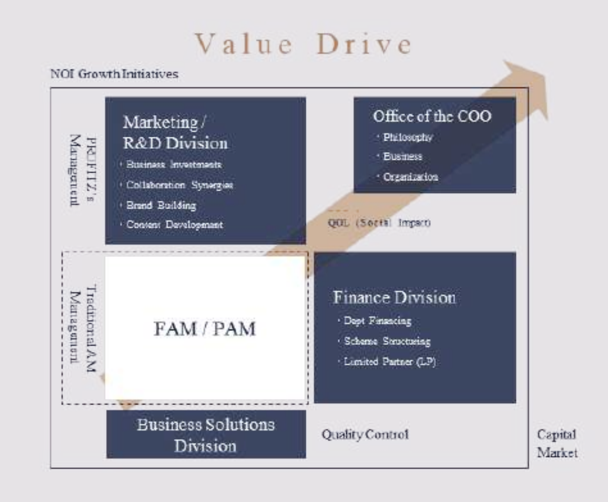
Norihisa Iwata
COO Office
Vision Strategy & Engagement

After roles at SMBC and KPMG FAS, handled private fund acquisitions at LaSalle. Later MD at LaSalle REIT Advisors as CFO, CIO, and Fund Management Head.

Daisuke Ishida
COO Office
Business & Growth Strategy

Career began at Canon and Prologis, then 14 years at GLP Japan leading HR strategy, talent development, organizational development, engagement, and culture efforts.

Mayuko Kobayashi
COO Office
Organizational & People Strategy



Prior to joining, he worked at Deloitte Tohmatsu Consulting LLC., The Sankei Building Co., Ltd.,, Cushman & Wakefield Asset Management K.K., and Pacific Management Co., Ltd..

Kentaro Matsui
FAM

Prior to joining, he engaged in office leasing and real estate asset management at Mori Building. After working at GE Real Estate and Kenedix, led the domestic real estate acquisition division at DBJ Asset Management.

Mitsuaki Kano
FAM Operating

After working at a listed REIT asset management company and Sumitomo Mitsui Trust Research Institute on private funds and REITs, he worked at CIM Japan with institutional investors before joining the company.

Tatsuhiko Kiyohara
PAM

Prior to joining, she worked at Cosmos Initia, Lasalle Investment Management, and Idera Capital Management as an asset manager and a deal executor.

Reiko Horie
Solution

At CBRE, served as lead retail leasing researcher, analyzing market data and supporting clients. Later worked as a real estate investment analyst before joining the company.

Kaoru Kurisu
Marketing R&D

Before joining, worked across consulting and healthcare, managing systems, accounting, financing, IPO prep, M&A support, and private fund operations.

Takeshi Matsumoto
Planning & Administration

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A Value-Creating Organizational Structure

Members Driving Value Forward

Eric Au
Partner

Prior to joining in 2020, he set up LaSalle Investment China, GAW Capital China and worked at Morgan Stanley.

Hideyuki Sakuma
Compliance

Prior to joining, he was a compliance officer at KG Capital and CEO at SCJ Servicer Co., Ltd.. Before that, experienced a wide variety roles in a mortgage bank and Nomura Securities Co., Ltd..

Yoichi Tanaka
Finance

At Sumitomo Mitsui Banking Corporation, worked in interest rate and FX trading and structured financing for REITs and non-recourse loans. After founding his own business, joined our company.

Ryuta Iwaya
FAM Acquisition

Prior to joining, he worked at Pacifico Energy K.K., K.K. Halifax Asset Management, Secured Capital Japan Co., Ltd. and Tanseisha Co., Ltd

Ryo Kishida
FAM Acquisition

Prior to joining, he worked on real estate development and transactions at Unizo Fudosan. Earlier, handled offshore investments and renewable energy plant development at Aso Corporation.

Hiroaki Ota
FAM Acquisition

Prior to joining, he worked at Japan Cor in asset management and disposition, and XYMAX ALPHA in property management.

Junki Yamamoto
FAM Acquisition

Prior to joining, he worked on property and building management for offices and residential properties at Biken Techno, and handled the acquisition of operational assets at Matsuri Technologies.

Shogo Watanabe
FAM Acquisition

After working in the food and beverage business at HUGE, I joined Dear Life, where I was involved in real estate acquisition, asset management and sales, before joining the company.

Takehito Sasaki
FAM Operating

Prior to joining, he experienced Real Estate transactions and an asset mgmt. role at RISA partners Inc. and Temwas Co.,Ltd..

Kota Ohama
FAM Operating

After working in office leasing (PM) and ongoing asset management for residential assets at JLL, he joined our company.

Tomonori Iwata
PAM

Prior to joining, he experienced diverse investments, brokerages, set-up private investment funds and property mgmt. at Xymax corporation.

Tsukasa Minbu
PAM

Prior to joining, he gained diverse experience in building management and corporate planning, marketing consulting and education, serving as CMO, and founding his own business.

Amin Koma
PAM

Played for OSAKI ELECTRIC and ZEEKSTAR TOKYO as a professional handball athlete, and later joined our company to pursue a second career.

Naoya Hashimoto
REACH

Joined PROFITZ after being stationed in the United States at a major domestic real estate company, gaining experience in acquiring and managing medium-sized apartments and single-family homes.

Michiyo Ono
Solution

After joining Yasuda Trust & Banking (now Mizuho Trust & Banking), she worked at Creed, then at Ideala Capital Management and an affiliated J-REIT manager, establishing fund reporting and workflows.

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A Value-Creating Organizational Structure

Members Driving Value Forward

Hiroaki Fukai
Marketing R&D

Before joining, he worked at Sumitomo Mitsui Trust Research Institute, where he was engaged in research and consulting related to overseas real estate investment, following earlier experience at organizations including Value Management Institute.

Wakana Ueda
Marketing R&D

She began her career in marketing research and later led research planning and analysis at J.D. Power Japan across industries including finance, real estate, hospitality, and telecommunications, supporting client strategy initiatives.

Kazuma Saito
Marketing R&D

Worked in web marketing with a focus on SEO across multiple industries, including an online reuse business, a major comparison and review website operator, and an IR consulting firm. Joined the company.

Kaori Shigihara
Marketing R&D

After working in the bridal business at Hoshino Resorts, gained experience in launching businesses and managing event planning operations before joining PROFITZ.

Naomi Nakazawa
Planning & Administration

Prior to joining, she worked at GIC (Government of Singapore Investment Corporation) as an office manager and engaged in back-office management.

Keiko Hoshino
Planning & Administration

Prior to joining, she gained corporate and SPC accounting experience at Merrill Lynch Investment Managers, Morgan Stanley Capital, and CapitaLand Japan entities.

Kaoru Asakawa
Planning & Administration

Joined PROFITZ after managing back-office operations at sports manufacturers and other companies.

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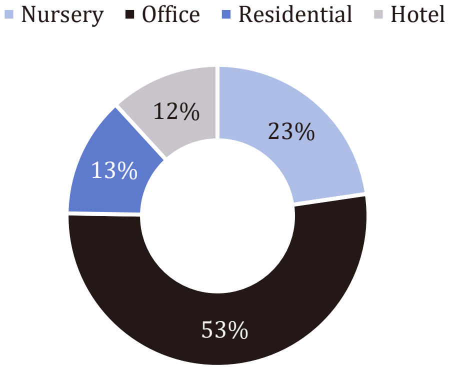
OUR TRAC RECORD

Investment Track Record

We uncover needs and convert them into strong returns

High performance comes from balancing large-scale co-creation with major players and PROFITZ’s unique approach.
Whether value-add or new-domain investments, we create results through our own planning and execution.

AUM by Asset Type



FUND ASSET MANAGEMENT ("FAM")	: CURRENT AUM	**JPY99.0 billion**
PRIVATE ASSET MANAGEMENT ("PAM")	: CURRENT AUM	**JPY42.0 billion**

TOTAL EXITED ASSSET | Track Record for Exited Properties: Detailed below ***JPY 176.0 billion***

Asset Type	Investment Type	Contents	Target Gross IRR	Holding Period	Number of Property	Realized Gross IRR	Equity Multiple
			%	Month	#	%	x
Nursery	Core	New Area	5 - 8	**60**	**4**	**11**	**1.57**
Office	Value-add	BLOCKS	13 - 15	**34**	**1**	**44.5**	**2.3**
Residential	Value-add	FLUFFY	11 - 15	**18 - 35**	**8**	**17.8 - 23.1**	**1.3 - 2.0**
Hotel	Value-add	Renovation /Conversion	14 - 18	**16 - 19**	**3**	**15.9 - 65.2**	**1.3 - 3.1**

****Gross IRR ; Before Tax Before Fee***

YONDEN TAISEI 第一生命 JA三井リース建物株式会社 かんぽ生命 MUFG FUYO LEASE GROUP 横浜銀行 HULIC SOTETSU A.P.キャピタルグループ KEIKYU SCD MUFG MUFGファイナンス&リーシング

HNW/Family Office/ Operating Companies and others

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TRACK RECORD

PAM Track Record

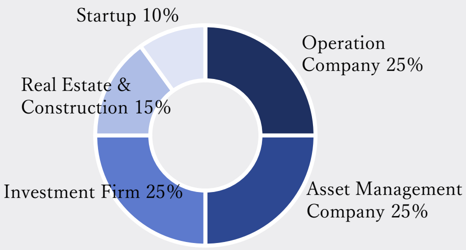
Address clients' business challenges through real estate solutions.

Unlike traditional fee structures, we work in full partnership with our clients to achieve their goals.

We deliver tailored solutions for diverse clients and a wide range of real estate assets.

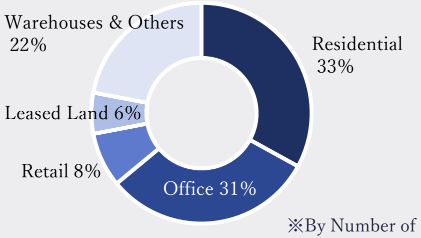
Client Type

Total 20 clients
Average contract term: 4+years



Target Properties

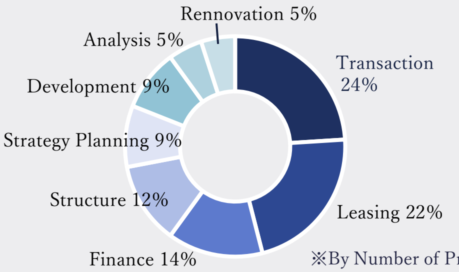
Total 42 Projects
Total transaction value: JPY 49 billion



※By Number of Projects

Solution

Experts deliver the optimal solution.



※By Number of Projects

Client Type	Management Challenges	Property Type	Solution	Business Scale	Total Value Contribution (inc. Unrealized Gains)	Diverse Benefits
Large Enterprises	BS Optimization Hiring Enhancement	Office	Strategic Planning Property Acquisition	JPY 10-15 billion	JPY 3.0 - 4.5 billion (30%)	Hiring Success / ROE Up Employee Satisfaction Up
Large Enterprises	Asset Optimization Business Creation	Office	Strategic Planning /Leasing/Renovation	JPY 2-3 billion	JPY 0.4 - 0.6 billion (20%)	New Business Creation Effective Use of Founding Site
Owner-Managed Asset Company	Asset Building	Residential	Development Leasing	JPY 3-5 billion	JPY 0.6 – 1.0 billion (20%)	QOL Improvement Long-Term Asset Stability
Landowner Asset Company	Business Succession Lack of Real Estate Experience	Leased Land	Leasing (Rent Revision)	JPY 1-2 billion	JPY 50 – 100 million (5%)	NOI Up / No Surveys or Adjustments Required

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Fund Asset Management (FAM) Division

Fund Asset Management (FAM) Division

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FAM BLOCKS OFFICE

Office Differentiation (BLOCKS EBISU)

Redesigning how we work in response to regional change

PROFITZ redefines spaces to match changing urban workstyles and maximize asset value.
At BLOCKS Ebisu, modern renovations achieved both area brand revitalization and improved economic value.

Context & Future Outlook

・Business shift: Professionals → Freelancers / Startups

・Area shift: Hiroo → Ebisu work hub

・Meeting shift: In-person → Hybrid

	Before	After
Target user	Professional Services (50s-60s Owners)	Freelancers/ Startups (30s-40s Founders)
Common Area	80 sqm	150sqm (2.0x) , Fewer meeting rooms, Lounge & Web booths added
Design	Single (12sqm)	Moden Vintage with Art & Green (Plant)
Leasing Approach	Tsubo-Based Pricing	Seat-Based Pricing
Operator	AIOS	RJ OFFICE (PROFITZ Portfolio Company)

Quantitative Assessment

Revenue : 2.0x / Costs : 0.9x / NOI : 2.2x / IRR : Expected to exceed 30%

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FAM Before

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FAM After

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Life with pets opens the door to a richer, more fulfilling everyday

Redefining urban pet-lover living through the belief that pets enrich everyday life.
We design environments where people and pets live naturally, raising both resident satisfaction and property value.

Context & Future Outlook

・Rising pet ownership and growing potential owners

・Expanding pet-related spending and shift toward emotional value

・Shortage of pet-friendly housing in urban areas

	Before	After
Target User	Pet Owners	Future Pet Owners ＋ Pet Lovers
Pet Facilities	None	Lead Hooks, Wall Protection Trim, Non-slip Flooring, Ion Deodorizer
Net Usable Space	Pet Equipment Layout: 7 → 4.5 Tatami mats	Pet Equipment Layout: 7 →6 Tatami mats
Incident Rate	5%	Reduced to 0.5% through Pet Accommodation Interview

Quantitative Assessment

Revenue : 1.1x / Costs : 1.0x / NOI : 1.1x / IRR : Expected from 15 to 18%

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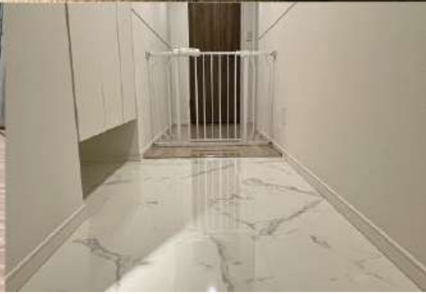
FAM



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Conversion into an Adult-Oriented Family Brand（TRAN.SCENDER® HOTEL Yokohama）

A Hotel That Reawakens People, Sensibility, and the City

A former restaurant building in the heart of Yokohama Chinatown has been converted into a group- and family-oriented hotel, combining refined design for design-conscious parents with child-friendly features to create new family travel demand.

Context & Future Outlook

- Growing group-stay demand and limited supply
- Context-driven stay-oriented assets
- Unlocking latent demand through conversion to enhance area value and returns

	Before (Restaurant)	After (Hotel)
Role of Real Estate	A container for visitor-oriented consumption	A base that creates stay value
Revenue Model	Turnover- and price-dependent	Time- and experience-value-driven
Usage Time	Primary use (several hours)	Stay-based use (overnight accommodation)
Customer Relationship	One-off visits	Continues, memorable experiences
Relationship with the City	Part of urban vibrancy	A starting point for deeper urban experiences

Quantitative Assessment

Revenue : 3.1 / NOI : 2.0 / IRR : Expected to exceed 20%

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FAM Before

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FAM After

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FAM SECTION L

Hotel Conversion into a Long-Term Stay Apartment Hotel (SECTION L Shimbashi West)

Redesign as a Direct Path to Value Creation

A redesign-driven investment model built on market and user insight, raising both UX and returns through new targeting, UX design, and operations.

Context & Future Outlook

・Supply gap from rising inbound and group-stay demand

・Quiet locations ideal for long-term and experiential stays

・Service-driven differentiation over hardware amid intensifying competition

	Before	After
Target User	Domestic Business	Inbound (over 90%)
Common Area	60 sqm	160 sqm (2.7x) with sauna & gym added
Room Type	Single (12 sqm)	Group (Ave.27 sqm)
Management	Unmanned	Staffed
Operator	In-house	Section L (PROFITZ Portfolio Company)

Quantitative Assessment

Revenue : 1.8x / GOP Ratio : 1.2x / NOI : 2.2x / IRR : Expected to exceed 20%

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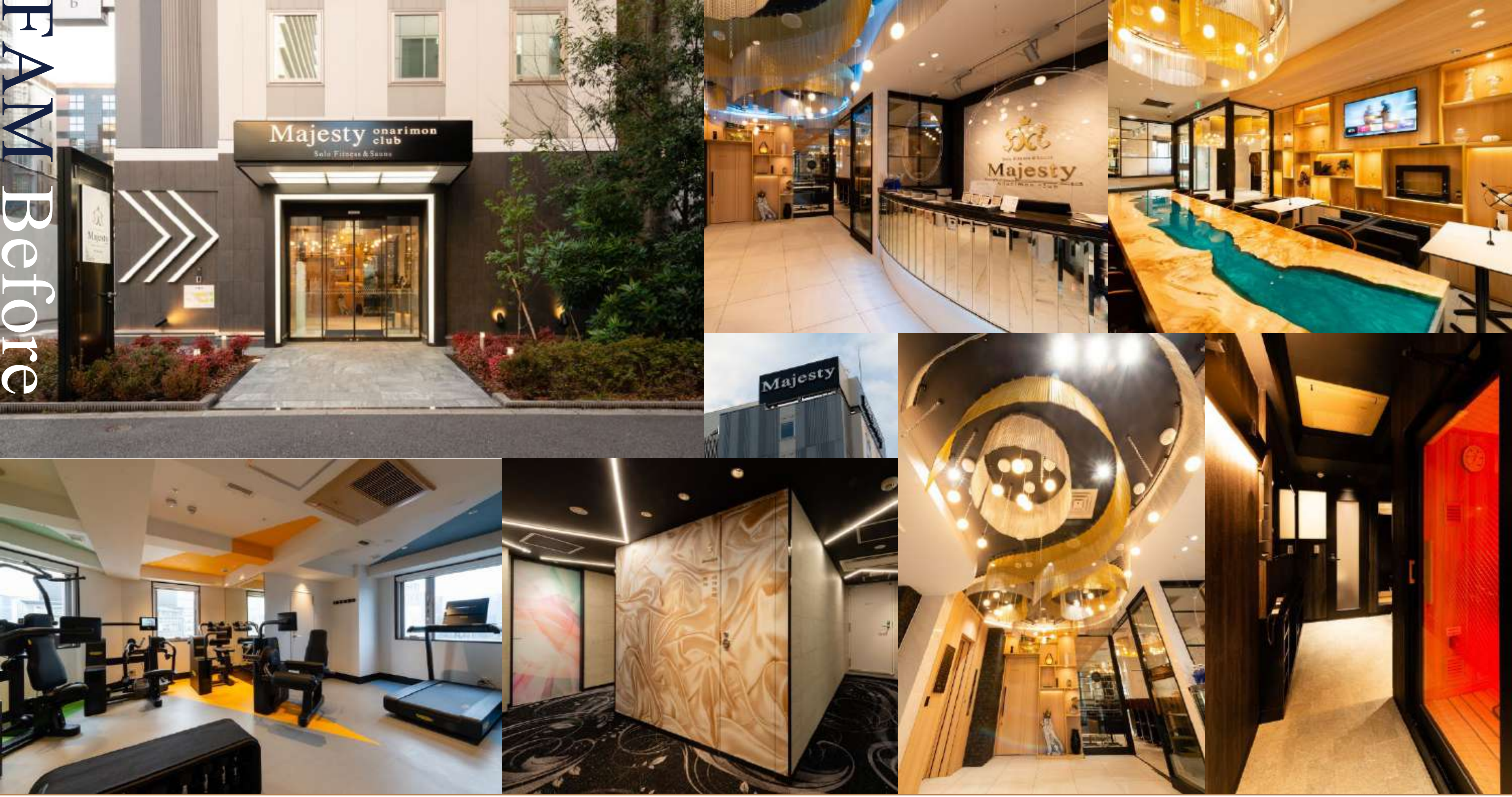
FAM Before



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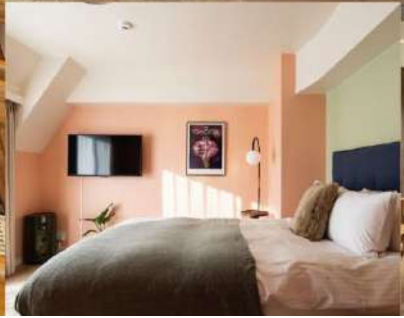
FAM After



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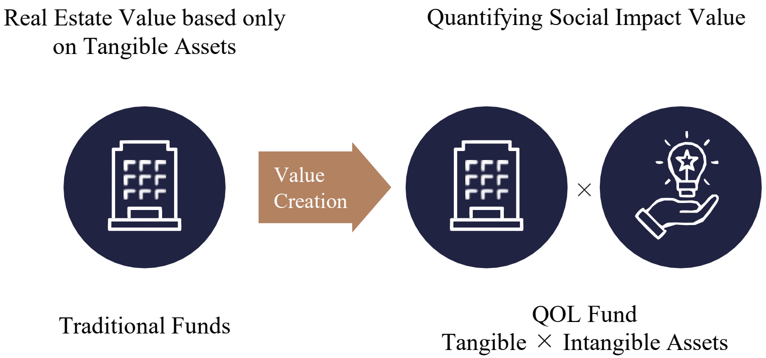
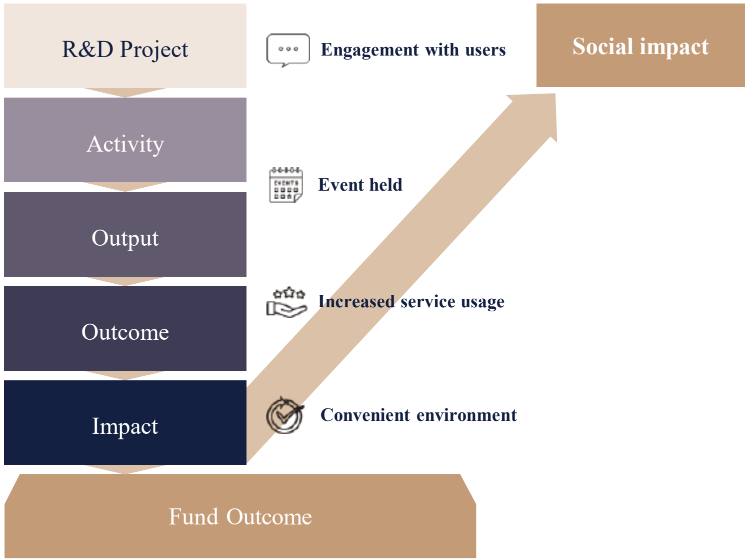
Japan’s first attempt to convert social value into asset value

PROFITZ launched Japan’s first impact real estate fund focused on the “S” of ESG—the QOL Fund.

With 11 assets across nursery schools, shared offices, rental housing, and hotels, we pursue both social impact and financial returns.





Reference: Ministry of Land, Infrastructure, Transport and Tourism —
“Guidance on Practicing Social Impact Real Estate.”

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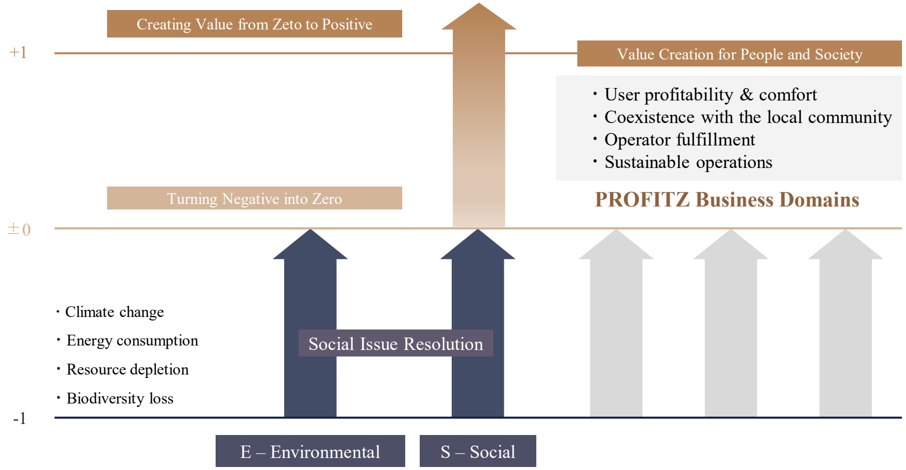
From zero to value—building a virtuous cycle between capital and society

PROFITZ's Perspective on the 'S' in ESG Investing



Value Realization

Innovation	Japan's first social impact evaluation model
Visualization	Quantifying and evaluation the value of intangible assets
Sustainability	Optimizing value creation through ongoing KPI monitoring

Major Portfolio Companies (Banks and leasing companies in Japan)

MUFG
FUYO LEASE GROUP
横浜銀行
MUFG MUFGファイナンス&リーシング

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Private Asset Management (PAM) Division

Private Asset Management (PAM) Division

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Real estate strategies that solve management challenges

PAM supports strategy development and execution for non-professional companies through a “Real Estate × Management” perspective.
From CRE utilization to financing, M&A, and fund formation, we help drive sustainable growth and enhance corporate value.

Environmental Shifts & Management Challenges

	Approach	Example
Environmental Changes	Intensifying business environment Need to respond to diversification	・Intensifying competition ・Transformation & innovation ・Technological advancement ・ESG / SDGs requirements ・Activist response
Management Challenges	Balancing Sustainable Growth and Operational Efficiency	・New business development ・Talent shortages ・Financial efficiency ・Succession & business inheritance

Strengths of PROFITZ

Execution Capability | Networks | Management Perspective | Real Estate Expertise

Supporting the planning and execution of Real Estate Strategies that Solve Management Challenges

CRE Strategy Planning: Optimization plans for corporate real estate

Capital Sourcing Support: Funding proposals leveraging real estate

M&A Support: Real estate Due diligence & valuation

Fund Formation: Off-balancing business real estate

Location Strategy: Site selection for talent acquisition & business growth

New Business Support: Business development from a real estate perspective

A unique approach combining real estate expertise and management consulting to elevate corporate value.

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PAM Achievements／Real Estate Strategy Track Record

Delivering “Market + α” value across every phase of real estate.

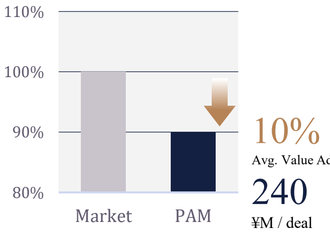
From acquisition and operation to disposition, development, and leasing, we pursue maximum corporate value at every stage.
With PROFITZ’s unique analytical and execution capabilities,
we consistently achieve outcomes that exceed market averages—our “Market + α.”

Overall

Average Contribution **¥240M** Per Deal

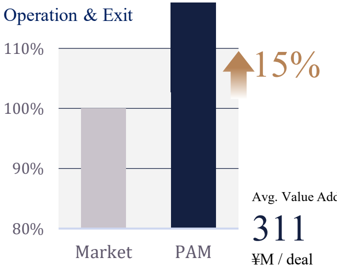
Market＋α **12%**

Acquisition



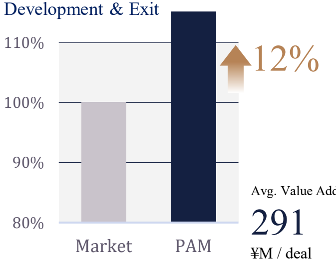
Avg. Value Add (+α)
240
¥M / deal

Operation & Exit



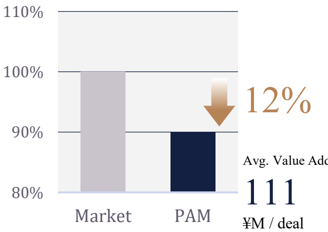
Avg. Value Add (+α)
311
¥M / deal

Development & Exit



Avg. Value Add (+α)
291
¥M / deal

Leasing



Avg. Value Add (+α)
111
¥M / deal

Contribution Points

Acquisition
・Acquisition of off-market properties through direct deals
・Price reduction negotiations based on valuation

Operation & Exit
・Leasing strategy planning & execution
・Strategic disposal and direct transactions (reduced brokerage fees)
・Establishing operational structures for newly built buildings

Development & Exit
・Project management from land acquisition to exit
・Plan review based on valuation
・Cost & schedule management during development

Leasing
・Rent negotiations based on market insights
・Partial termination of fixed-term lease contracts

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PAM Achievements/ Real Estate Strategy Track Record

Client	Needs	Management Indicator Improvement Items					Actions	Point
		Finance	Organization	Customer	Operational Efficiency	Differentiation		
Japanet E-commerce & Retail	・Effective use of the balance sheet ・Talent acquisition for business expansion	◎	◎		○		・HQ building acquisition (high asset/liquidity) ・Long-term, low-interest financing	・ROE Improvement ~20% unrealized gains ・Higher hiring rate (130 hires in 2022) ・Employee satisfaction: 98.4%
さくらさくみらい SAKURASAKUMIRAI さくらさくパワーズ Nursery	・Building new revenue pillars toward future listing	◎			○	◎	・New nursery-fund projects ・Rental residential business launch	・ROE Improvement ・~¥2B revenue contribution (FY2023)
株式会社相鉄アーバンクリエイツ Urban Development	・Securing a solid revenue base	◎			◎	○	・Fund-scheme acquisitions ・Closed (off-market) deals	・ROA Improvement ・~¥20B investment opportunities provided
加和太建設 Urban Development	・Building stable income for the Tokyo division				○	◎	・New solution offerings ・AM of proprietary solution assets	・EBITDA Improvement ・Core-business client referrals (2 cases)
Tabist Travel & Hospitality	・Capital and business alliance contributing to restructuring and expansion	◎		○	◎		・Business acquisition sourcing ・Capital & business alliance sourcing	・EBITDA Improvement ・Higher equity ratio

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REACH Division

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REACH

A new shared language for real estate, powered by data and AI　REACH & REACH AI

Empowering everyone to make optimal real estate investments through technology

REACH digitizes and quantifies analog transactions, creating a transparent and reliable market for all investors.

Our goal is to build a new industry infrastructure trusted by investors worldwide.

REACH　Income-Producing Real Estate Platform

A Platform Closing the Information Gap

Information Aggregation	Data Quantification & Simulation	Global Compatibility
Centralizes property information and market data for web-based access	Provides numerical analysis and simulations to support investment decisions for everyone	English support reduces language barriers

Our platform has 249 members and 300+ new listings monthly

Data Expansion: Broad collection of real estate data to improve investment accuracy

Overseas Investor Support: Expanding inbound investment opportunities

User Matching: Identifies buy/sell needs to deliver optimal matches.

Creating a new real estate investment infrastructure powered by information.

REACH AI　Dedicated Asset Manager for Investors

An Asset Manager Closing the Knowledge Gap

Real Estate – Focused AI	Diagnostic Support	Strategy Planning Support
AI trained on professional real estate knowledge and experience	Investment support based on property diagnostics	Supporting strategy planning by clarifying complex procedures

Coming Soon　（Scheduled for launch in Spring 2026）

Property Diagnosis: Evaluates property conditions using market data comparisons

Expert Matching: Connects users to specialists involved in real estate investment & operations

AI Chat: Always-available chat-based consultation

Supporting investors in maximizing returns through AI.

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MEDIA

Media Coverage

2025.09.14	Landowners & Property Owners Magazine – Introduction of the PAM Business
2025.08.05	Real Estate Economics Fund Review – “QOL Fund”
2025.08.01	Nikkei Real Estate Market Information – “QOL Fund”
2025.07.10	Nikkei Newspaper – “QOL Fund”
2025.07.09	Nikkei Online Edition – “QOL Fund”
2025.06.16	National Rental Housing Newspaper – Company Introduction
2025.06.03	Monthly Property Management Magazine – “BLOCKS MUTE”
2025.05.05	National Rental Housing Newspaper – “FLUFFY-S”
2025.02.03	Monthly Property Management Magazine – “FLUFFY-S

Nikkei Newspaper
Front-Page Feature – Morning Edition, July 10, 2025

Social Impact Real Estate Fund”
“MUFG to invest an initial ¥15 billion in nursery schools and related facilities

社会貢献 不動産ファンド
三菱UFJ 保育園などまず150億円

三菱UFJフィナンシャル・グループや不動産事業のプロフィッツ（東京・千代田）などが、社会的な貢献度が大きい不動産に投資する国内初のファンドを立ち上げる。まず約150億円で組成し3年で700億円規模に拡大する。

保育園などへの不動産投資を通じ、利用者の生活の質と賃料といった不動産価値向上の両立を狙う。

両社によると、今回のファンドは社会的に与える影響の大きさ（インパクト）と不動産価値の相関関係を定量化する国内初の事例となる。保育園などは待機児童問題など社会課題解決に貢献する潜在的な価値を持つ。こうした社会的インパクトを定量的に評価する。

1号ファンドは約150億円で、プロフィッツと不動産ファンド運営のA.P.アセットマネジメント（東京・千代田）が運用する。

三菱UFJ銀行が最大出資者として総額50億円、芙蓉総合リースや横浜銀行、東銀リースなども投融資する。2026年3月をめどに250億円規模で2号ファンドを組成し、3年で累計700億円規模にする。

資金は保育園、賃貸住宅、シェアオフィス、ホテルの計11物件に投資する。ファンドは、地域社会にポジティブな効果をもたらす社会的インパクトと投資リターンの両立を目指すのが特徴だ。

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COMPANY

企業情報

Company	PROFITZ Co.Ltd.
Address	3-3-1 Marunouchi, Chiyoda-ku, Shin-Tokyo Building 9F Tokyo 〒100-0005
Representative	President / CEO　Shinichiro Tanaka
Established	July 7, 2015 (In operation since September 1, 2017)
Capital	JPY 64,500,000（Incl. capital reserve）
Licenses	• Financial Instruments Business Operator / Kanto Local Finance Bureau No. 3306 Investment Advisory and Agency Business Type II Financial Instruments Business • Real Estate Specified Joint Enterprise Operator / the Financial Services Agency and the Minister of Land, Infrastructure, Transport and Tourism No. 129 • Real Estate Broker / the Governor of Tokyo (2) No. 101771
Business	• Asset Management / Advisory Business • Real Estate Securitization Business（Incl. acquisition and sales) • Real Estate Business Development • Real Estate Investment • Real Estate x IT Consulting / Advisory
Affiliate Companies	AKARUIMIRAI Asset Co., Ltd. RJ OFFICE Co., Ltd.